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INDEXED.



HIGHEST AWARD

1910 CATALOGUE

Kevitt's Plant Farm

DISCOVERY OF GREAT VALUE

Phenomenal Crops

GROWING STRAWBERRIES



KEVITT'S SYSTEM

Scientific Development of
the Strawberry Plant . . .



TICE C. KEVITT
INC.
ORIGINATOR

ATHENIA, NEW JERSEY

PASSAIC COUNTY



PAN-AMERICAN



BEFORE YOU ORDER.

Orders should be sent just as early as possible.

Time of Shipment. Very often I can make shipments as early as March first, at this time plants can be safely sent by freight.

Guarantee plants ordered by mail or express to reach customers in good condition when promptly taken from the express or post office and opened at once, and heeled in trenches and water applied.

Claims, if any, must be made on receipt of plants. I can not become responsible for neglect of purchaser to attend to stock upon being received.

True to Name. While I use every precaution to have all plants true to label, each variety is staked and—I am as successful in doing this as anyone in the plant trade—I will not be responsible for any sum greater than the cost of the plants should any prove otherwise than as represented.

Twenty-six. All plants are tied twenty-six in a bundle, counted as 25.

Payment. Invariably, cash in advance.

Remit by money order, registered letter or draft, postage stamps for the fractional part of a dollar (2, 3, 4, 5 and 10 cents preferred). Never send any money loose in the letter, it is at your own risk if it gets lost, which is often the case.

Plants by Mail. Parties living at a distance from a railroad or express office often find it a convenience to have plants sent by mail. I guarantee plants to reach any part of the United States in a perfect condition. If sent to foreign countries, plants should be sent in March, when plants are in a dormant condition. If plants are wanted by the hundred by mail add 25 cents to each hundred.

Your Choice Always. I will make you a good selection if you describe your soil. When orders cannot be filled to the letter I return your money unless you wish me to send you some other good or better kind.

Location of My Plant Farm. About 12 miles from New York city, in the northern part of New Jersey. From New York city to reach my plant farm take Erie R. R. or D. L. and Western R. R., to Athenia, N. J., only ten minutes walk from the depot.

TO OUR CUSTOMERS



SINCE the last edition of my catalogue was issued a few new varieties have been added to my list and further experience with others enables me to give more extended and accurate descriptions than were then possible.

I have taken great care to make my descriptions accurate and intelligible and in the selection of varieties my customers may rely upon what I say as being the result of careful observation and study of the different varieties as they appear under cultivation on my ground.

I am sending out my Nineteenth Annual Spring Catalogue. I wish to thank everyone who so kindly favored me with their orders the past season trusting that every sale of plants has been satisfactory in every way. For the Spring of 1910 my stock of plants is limited because of the severe drought throughout the summer. The early rooted plants have a heavy root system and are the finest lot of plants I have ever grown. It was so exceedingly dry that the late formed plants could not take root. In view of this condition I will only have about 900,000 plants for Spring 1910, including all varieties.

At my field meeting held on my ground June 16th last, a large number of eminent men and fruit growers from several states were very enthusiastic over my scientific work of building up the strawberry plant by restrictions. Its great display of over one quart of strawberries to each plant brought before the mind the lesson or doctrine that my system of growing strawberries was perfect in every way and a success.

Fundamentally I wish to explain the building up of the strawberry plant. By restricting and increasing a crop yield per acre, set out a plant, keep all runners cut off, do not let a single young plant grow. The parent plant at once grows a mass of fibrous roots, later it makes or builds up its fruit organs or fruiting crowns the same as all cold-blooded plants do the year previous. Thus we have a plant full of life, strength and energy.

Mr. Herbert W. Collingwood, editor of Rural New Yorker, says of my system.

The Yield.—I made a test of a plot 30 by 180 feet. There were 16 rows of plants, each in a hill by itself, with the runners cut off. The first ripe berries were picked June 5, and every day more or less were taken until the last mess of three quarts on July 9. On July 11 I picked a few scattered and poor fruit. The period of profitable picking covered about 20 days. Including what we sold,

ate and gave away, the yield from this patch was about 1,250 quarts. Counting out the missing places, filled by younger plants, there are about 2,400 bearing plants. Some of the berries were sold at retail and more by the crate. The average price was about 11 cents. The income from this patch, therefore, was \$137.50, which is at the rate of practically \$1,100 or 10,000 quarts per acre. Now don't go out and say that the Hope Farm man took \$1,100 in cash from one acre. He did nothing of the sort. He had about 2,400 bearing plants on one-eighth of an acre. From this patch he sold actually about \$100 worth, while the family ate and gave away fruit close to the value of \$37.50. Our other berries were in matted rows, and the yield was only one-half that of our hill patch. I have a letter from Mr. Kevitt in which he says that 2,000 Glen Mary plants yielded by actual count 2,363 baskets. That beats me, yet the Marshall is a light yielder, and with 10,000 quarts per acre one has a small fortune within reach.

I have asserted for years that the strawberry plant can be built up so as to give a larger yield of fruit, and by present knowledge I have every good reason to believe we may increase the yield. As regards my system of growing strawberries, there seems to be some unbelievers; I wish to say, and have every reason to believe, that every grower who grows strawberries by my system may grow the enormous crops which I claim, per acre, and will enter a rich field and a safe landing of results the second season and every year after from the same plants and solve the perplexing question of the unbelievers.

Yours very respectfully,

T. C. KEVITT,

Athenia,

New Jersey.

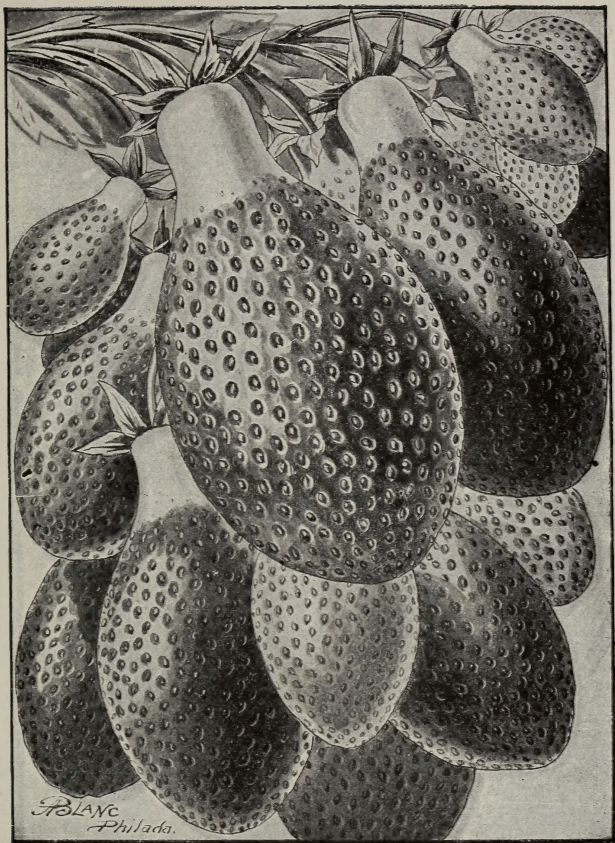
Nature's Wonderful Gift to Mankind.

KEVITT'S WONDER

The most distinctive and individual of all American strawberries. Unlike any other. This new type has never been dreamed of before. Nothing like it has ever been introduced of the fine varieties. Sixteen years growing seedling strawberries; year after year I have sown strawberry seed trying to improve on our long list by hybridizing a plant that possesses the power to produce a berry parting freely from the calyx, a berry that contains no acid, a berry that has very few seeds, that is mild and sweet, a plant that will yield a heavy load of fruit, a berry that may be shipped across the continent and arrive in a fair condition.

Of this new strawberry which I have fruited on my grounds now for five seasons: It ripens with Glen Mary, that is, it is mid-season; plants short and stocky; very thrifty growers; foliage dark green; very prolific; berries bright red with a long neck, very firm, of long shape; single plants set out as late as September yielded two fruit stems and each stem produced ten to fourteen perfect shaped berries.

By mail, 12 for \$1.00; 100 for \$3.00; 1,000 for \$25.00.



KEVITT'S WONDER

The Greatest Strawberry of the Age

WM BELT, (Perfect).

One of the most profitable and best flavored strawberries. Its great size and beautiful bright color recommends it to both the grower and the consumer. The plants are strong, sturdy growers. The first berries to ripen on each stem are of immense size and coxcombed; a good pollinizer for pistillate sorts; a very reliable one to plant. 12 for 20c; 100 for 50c; 1,000 for \$3.50.

CHESAPEAKE, (Perfect).

This New Berry was first offered by Mr. W. F. Allen, of Maryland, 1905. I have fruited this choice late berry the past season on my grounds and found it all Mr. Allen claimed for it. It is as late as Gandy; more productive; the plants are vigorous growers, sending out long runners which make strong, young plants which root readily; fruit large size, very attractive when picked; in flavor it ranks with Marshall and others; it is the best late strawberry I know of. 12 for 30c; 100 for \$1.00; 1,000 for \$5.50.

GANDY, (Late—Perfect Flowering).

One of the Best Late Strawberries ever introduced. Strictly fancy, berries large and perfect in form, and firm. Color, bright crimson and as glossy as it varnished. It has a large, bright green calyx, which greatly adds to the beauty. This is one of the latest and best flavored berries we have. The quality is all that can be desired, giving out a most delicious aroma, suggestive of both strawberries and peaches. It ripens from late to very late. The plants are very vigorous growers. In well fertilized soil this berry is a big yielder. 12 for 20c; 100 for 50c; 1,000 for \$2.50.

CARDINAL, (Imperfect).

The plant is perfect, large and luxuriant, and sends out many sturdy runners, which take root readily and make strong plants. The leaves are smooth and handsome, and very large and thick, furnishing abundant shelter for the blooms and berries. The fruit is large, though not the largest, nearly round, obtusely pointed, and beautifully smooth and uniform. The color is a rich, brilliant red—no white or green tips. 12 plants for 20c; 100 for 50c; 1,000 for \$3.50.

Description of the Best and Most Profitable Varieties Now Growing on My Plant Farm.



**Highest Award
FOR MY PLANTS
at the
Pan-American
Exposition . . .**



GLEN MARY, (Semi-Perfect).

The money-maker. This great berry has out-distanced all varieties for productiveness as long as I have grown strawberries. Glen Mary has shown like a meteor all these years, towering above all varieties I have ever fruited on my grounds; the yield per acre is enormous; it is a wonderful sight to see its great crop of fruit to each plant; it has proven to be one of the leaders. The berries are of large size, bright color, firm; it makes strong, sturdy, healthy plants that are amply able to mature its immense load of fruit. It is certainly worthy of a trial. I do not hesitate to recommend it to all. This is the variety I wish you to try, and set out a bed by my system. 12 for 20c; 100 for 50c; 1,000 for \$3.50.

SAMPLE, (Imperfect).

10,000 to 15,000 quarts per acre in the matted rows. Sample and Glen Mary bring me more money per acre than any other variety growing on my place. I have fruited a good many kinds the past sixteen years. I must frankly admit that Sample, for productiveness, surpasses all others in value, growing freely on every class of soil. The plants make a very thrifty growth; every plant forms a number of fruit crowns; berries large to very large, pointed, globular, light, bright red, moderately firm and of good flavor, ripens medium late. I cannot say enough of this all-around berry. 12 for 20c; 100 for 50c; 1,000 for \$3.50.

CLIMAX, (Perfect).

Next to Glen Mary as a money-maker. It will yield fully as many quarts to the acre. The first shipment of berries brought 14 cents per quart wholesale. Productiveness is simply immense. Plant is a very vigorous grower. The foliage is a beautiful dark green; berries rich, dark glossy red; ripens very early. A remarkable feature of the plant, it builds up more fruit crowns than any other variety. 12 for 20c; 100 for 50c; 1,000 for \$3.50.

PRESIDENT, (Imperfect).

This is one of the most perfect shaped berries I have ever fruited; it is one of the most attractive berries in the baskets; the plants are an open grower; never produce more than one fruit stem to each one-year-old plant; each stem bears from six to eight large, round, bright scarlet berries and deepens into a rich shade when fully matured. 12 for 20c; 100 for 50c; 1,000 for \$3.50.

SARATOGA, (Perfect).

A new one from the Empire State, originated by William Palmer, of Saratoga County. It makes a very strong growth of healthy, vigorous plants with very dark green foliage. It has not fruited with me, but looks very promising. I quote the originator as follows: "I exhibited the Saratoga at the New York State Fair in September, 1906, one plant set in May, 1906, with ordinary field culture, that had 25 good plants and several small ones. A portion of three acres was of this variety, cared for the same as the balance of the field; at one picking at the height of the season yielded at the rate of 5,000 quarts to the acre, maturing at the last of the crop with the Gandy. I have been testing it

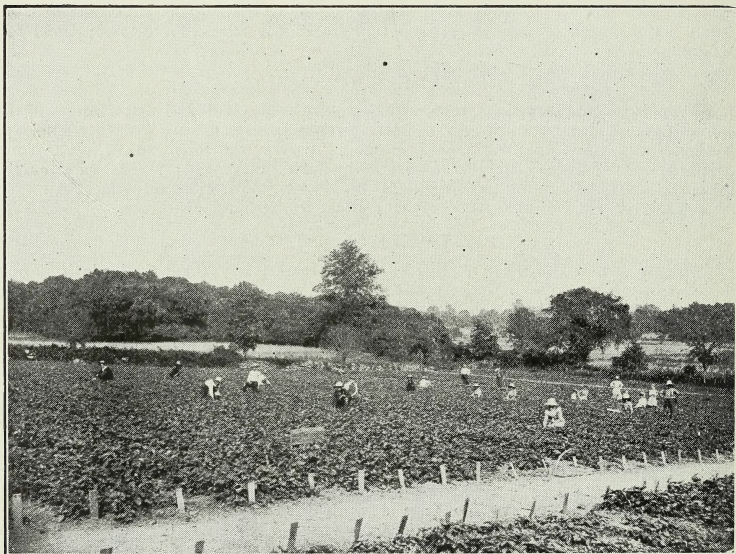
on different soils for three years, with equally as good results. It has a perfect blossom, and is a cross between the Glen Mary and Sample, two of the leading all-around berries. It has a deep red color; is a good shipper. Season, medium to late."

If this berry has the good qualities of its parents, the Glen Mary and Sample combined, it should certainly make a good one. 12 for 30c; 100 for 75c; 1,000 for \$5.00.

ALMO, (Perfect).

Is One of the First to Ripen. Last season it proved to be ripe May 28th, on my grounds.

Productiveness is simply immense, the foliage is a beautiful light green; berries rich, dark glossy red, very thrifty grower; every berry is perfect; the best early strawberry I have ever fruited. Prices 12 for 25c; 100 for 50c; 1,000 for \$3.50.





15 for 20c.

OOM-PAUL, (Perfect).

The most valuable strawberry now growing to pollinize imperfect blossoms. This great berry was introduced by me some years ago and today it is listed as one of the leaders the country over. Plants are robust growers, making young plants freely. The berries are luscious and of immense size; they are very firm for so large a berry; in general it is wedge shape; flesh dark red all through; the green calyx adds to the attractiveness of the fruit; in productiveness it is truly a marvel both in size and quantity. The splendid large berries are borne on stiff stout stems. 12 for 20c; 100 for 50c; 1,000 for \$3.50.

MARSHALL, (Perfect).

One of the best flavored berries now grown. As an exhibition berry, and for the home garden, it is peerless. It is the first of the extra large berries to ripen; although of great size the fruit is rarely ever misshapen; the color is a rich, glossy crimson that everyone admires, the surface color running well into the flesh, and the quality is far above the average. As to productiveness, it will not yield as large a number of berries as some varieties. 12 for 20c; 100 for 50c; 1,000 for \$3.50

NEW YORK, (Perfect).

This is the only variety that I know of that does not require rich soil and should be planted on light soil for best results. I find it yields best on a hillside. A light covering of manure in the fall is all it requires to bring an enormous crop of berries. I have fruited it extensively each season as one of our money-makers. For best results it should be grown in the narrow, matted rows; the vines are very healthy and vigorous, making but few runners when a bed is built up, throwing its strength and vigor into the magnificent berries: in form the berries are very handsome; color crimson; deliciously rich and melting. 12 for 20c; 100 for 50c; 1,000 for \$3.50.

STEVENS' LATE CHAMPION, (Perfect).

One of the most productive late varieties; of the Gandy type but more productive; is a much better grower; it makes strong, vigorous plants which yield heavy crops of fruit; makes plenty of sturdy plants which take root promptly. The fruit is large, long, a little flattened and sometimes slightly creased, but generally smooth; the color is a bright red, it ripens all over; it is one of the best to stand long shipments; it ripens very late; it will prove to be valuable to growers on account of its firmness. 12 for 20c; 100 for 50c; 1,000 for \$3.00.

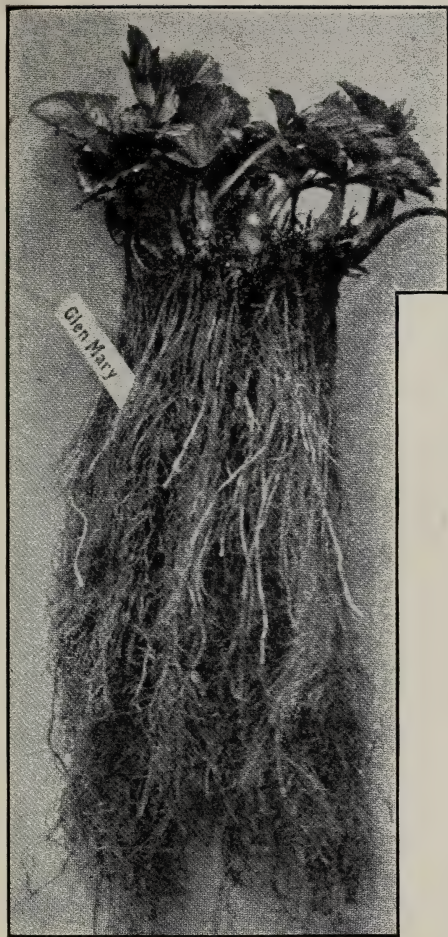


PAN-AMERICAN FOUND AT LAST.

A strawberry plant that produces a large and continuous crop of fine strawberries from August until winter. It fruits on new runners and old plants; is a strong grower that needs no petting. Pick off all fruit stems up to July 15th; after that date allow it to bloom August 15. The first ripe strawberries may be picked at same time the young plants start to bloom. The ideal berry for the family garden.

Price of plants: 4 pl. \$1.00; 6, \$1.25; 12, \$2.50; 50, \$7.50; 100, \$15.00. Sent prepaid by mail or express on receipt of price.

GLEN MARY



One Plant containing nine fruit crowns, each crown will produce one fruit stem, and each stem will yield at least ten to fourteen berries. Glen Mary is known to yield to each fruit stem over ten choice large strawberries. Its whole energy, strength and vigor to make fruit crowns. Notice the photograph. An ideal, selected, restricted plant to develop, and yields over two quarts of fruit the second year. The fruit buds are fully matured in the fall in these individual plants; hence the physical development of the plants in which the fruit organs are fully developed is the foundation of all improvement in bed propagation.

Each Season, after fruiting the beds, hoe the soil from the paths in among the plants in the beds. This soil placed in among the plants gives new strength to the plants and will give the new roots fresh soil to work on. This method should be continued each season right after picking is over.

Plant to Produce Big Crops instead of the mass of small berries and profusion of runners and foliage found on the plants of average growers; that is, to have one plant produce as much fruit and more than ten weak plants in the matted rows. How we guide the growth of the plant making it take the form of a single plant by restriction. My object is to show how plants may be improved and strengthened so as to meet the requirements of the grower. It has been shown that the strength of the plant all goes to runners and foliage and not to the development of the fruit organs if a plant is allowed to send out runners.

My System of Strawberry Culture is a prize that will be worth millions of dollars yearly, and it will be won. Fundamentally, my work is concerned with the production of wealth by increasing a crop yield per acre; by building up the strawberry plant; by restrictions, keeping all runners cut off. When a runner is cut off, the parent plant starts to build up a fruit crown; on the side of the parent plant the fruit buds are fully matured in the fall in these individual crowns.

Hence the physical development of the plants in which the fruit organs are fully developed for the next season's crop. With this system of culture the plants do not become exhausted and will produce large crops for years without renewing the old way. The plants generally cease to be profitable after the second year and must be ploughed under and re-set. I want you to try my system in a small way this season and grow the enormous crops which I claim each plant will produce the second year and every year after.

My Experience has shown clearly that the possibilities in the improvement of our most useful plant, the strawberry, are almost unlimited; this phase of plant culture has received considerable attention, but probably much less than it deserves. The crowning feature of my plant farm is to search for new truth in order that the boundaries of human knowledge regarding plant science and practices may be enlarged. I point out to you nothing more than I have accomplished, and I have spent many years of hard work and large sums of money in experimenting with the strawberry plants.

PERFECT (Versus) IMPERFECT FLOWERING.

Imperfect flowering must have a row of perfect flowering sort among them, or better plant every fourth row perfect sort so as to pollinize the blossoms.

BRIEF DIRECTIONS.

Strawberries should have a rich soil for the best results, and the most profitable way, plough the soil good and deep, then apply good, well-rotted manure, at the rate of twenty-five tons to the acre, then level your soil and set out the plants; let the manure be on top of the soil, for strawberries; never plough the manure into the soil; mark out your beds four feet apart—path between each bed one foot nine and three-quarters wide, same as shown in map—set out your plants in the beds 1 foot apart each way. This method of planting requires 1,440 plants to each lot 25x100 feet or 33,795 plants per acre. This method of strawberry culture you will find to be the most profitable. Late in the fall cover or apply twenty-five tons of manure to the acre; cover the beds to a depth of three inches with well-rotted manure. In spring, as soon as plants begin to show life, rake the coarse manure from the beds, let the fine manure remain; let the plants grow through this fine manure, which will act as a mulch to keep the berries clean and prevent the growth of weeds in summer.

NUMBER OF PLANTS REQUIRED TO SET ONE ACRE.

Distance	Plants	Distance	Plants	Distance	Plants	Distance	Plants
1 by 1 foot,	43,560	4 by 3 feet,	3,630	6 by 3 feet,	2,420	7 by 5 feet,	1,224
2 by 1 foot,	21,780	4 by 4 feet,	2,722	6 by 4 feet,	1,815	7 by 6 feet,	1,037
2 by 2 feet,	10,890	5 by 1 foot,	8,712	6 by 5 feet,	1,452	7 by 7 feet,	888
3 by 1 foot,	14,520	5 by 2 feet,	4,356	6 by 6 feet,	1,210	8 by 3 feet,	1,815
3 by 2 feet,	7,250	5 by 3 feet,	2,904	7 by 1 foot,	6,232	8 by 4 feet,	1,361
3 by 3 feet,	4,840	5 by 4 feet,	2,178	7 by 2 feet,	3,111	8 by 5 feet,	1,989
4 by 1 foot,	10,890	5 by 5 feet,	1,742	7 by 3 feet,	2,074	8 by 6 feet,	905
4 by 2 feet,	5,455	6 by 1 foot,	7,206	7 by 4 feet,	1,555	8 by 8 feet,	777
		6 by 2 feet,	3,306			8 by 8 feet,	680

PLANT COLLECTIONS.

Collection A—By mail, postpaid for \$1.00: 12 Glen Mary, 12 Stevens' Late Champion, 12 Gandy, 12 Almo and 12 Climax.

Collection B—12 Joe, 12 Chesapeake, 12 Glen Mary, 12 Wm. Belt, 12 Stevens' Late Champion, 12 Gandy for \$1.00 postpaid.

Collection C—12 Cardinal, 12 Saratoga, 12 Wm. Belt, 12 Gandy, 12 Stevens' Late Champion for \$1.00 postpaid.

COLLECTIONS BY EXPRESS, NOT PREPAID.

Collection D—100 Cardinal, 100 Almo, 100 Sample, 100 Stevens' Late Champion for \$1.00.

Collection E—100 Glen Mary, 100 Gandy, 100 Almo and 100 Stevens' Late Champion for \$1.00.

Collection F—100 Glen Mary and 1,000 Stevens' Late Champion for \$5.50

Collection G—Enough to plant 25x100 feet, my system; 1,000 Glen Mary and 940 Gandy for \$5.00.

Collection H—Enough to plant $\frac{1}{4}$ acre, my system: 5,000 Glen Mary, 2,000 Gandy, 1,000 Sample and 445 Stevens' Late Champion for \$23.00.

Collection I—Enough to plant $\frac{1}{2}$ acre, my system: 10,000 Glen Mary, 4,000 Stevens' Late Champion and 2,900 Gandy for \$45.00.

Collection J—Enough to plant one acre, my system: 20,000 Glen Mary and 13,795 Stevens' Late Champion for \$85.00.

Collection K—Enough to plant two acres, my system: 50,000 Glen Mary, 17,590 Sample for \$165.00.

JUST A WORD IN CONCLUSION FROM THE OLD MAN.

The business of T. C. Kevitt has been established for 19 years and has been without change of management of any sort and it is quite probable that the same management will continue for 19 years more. The knowledge of these facts should be worth something to my patrons. It should be self-evident that there could be no such continuity of a business if it was not based upon sound and firm business principles which the public appreciate, endorse and support, but the last few years I have demonstrated something more than this, the building up of the strawberry plant. I have endeavored in making up this catalogue to make it represent the plants by illustration and description as completely as possible so that a person could purchase of me 1,000 miles away as intelligently as though they should visit my farm.

I am now firmly convinced that a strawberry plant when 2, 3 or 5 years old will bear more and finer fruit and will continue at this standard for a number of years if planted by my system.

The most successful and productive to plant by my system are Glen Mary, Stevens' Late Champion, Sample, Chesapeake, Gandy and President.

DIRECTIONS TO BEGINNERS.

Start in a small way, learn to increase your plantation each season.

Strawberries.—Fertilize the ground as for a good field crop—commercial fertilizers produce the least weeds. Select ground that had hoed corn on last year. The best land is one with heavy clover plowed under and then one hoed crop. Keep your land thoroughly cultivated, don't allow the weeds to get a start.

Set plants as early in the spring as possible. Set with the crowns level with the surface of the ground, and press the earth firmly about the roots.

Cut off blossoms from spring-set plants the first year. Runners that are to be cut should be cut as soon as they appear—not after they have sapped the plant to make useless growth.

Keep the surface of the ground continually stirred—not so much to kill weeds as to conserve moisture. Cultivate after every shower and once in five or six days during drouth.

Cover the ground between the plants with straw, or litter, in October. Cover the plants themselves as soon as hard freezing begins. Remove the mulch from over the plants when growth commences in the spring.

Keep down weeds in the spring by very shallow cultivation or pulling by hand and conserve moisture by mulch among the plants.

When a grower discovers an insect pest and wants information about it, the best way is to send specimens and full written particulars to the entomologist of the experiment station of his own state.

Canadian customers, when wanting plants sent by mail, must add 5c., per dozen, 13c., per 50, and 25c., per 100, to prepaid rate, as we have to pay double postage to your country.

When you receive the plants and you are not ready to set them out do not leave them in the package but heel them in by digging a small trench in some shady place.

RHUBARB ROOTS.

Every home garden should have a few hills of Mammoth Rhubarb. A few have found great profits from buying roots in the spring, growing them one summer in very rich soil so as to establish a lot of crowns on each plant, and in the fall packing these roots solidly together in a cool, dark cellar, with rich earth between. In March and early April, six weeks before Rhubarb can be had from the open ground, beautifully pink, tender stalks 2 or more feet high can be cut and marketed at fancy prices. In this way many an old unused cellar, or a portion of any house cellar, can be made to give a fine cash income with little or no trouble or expense. When marketing season is over divide the roots and plant in open ground to build up crowns for next winter's fruitage. There is money in cellar grown Rhubarb. Superb Victoria roots, \$1 per doz., \$4 per 100; 300 or more roots at \$3 per 100.

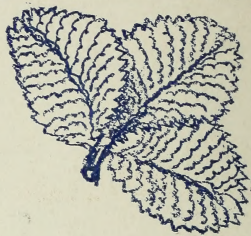


GROWING STRAWBERRIES; MY SYSTEM.

Mark out beds four feet apart; path between each bed one foot nine and three quarters wide (see chart), set out plants in the four foot beds one foot apart each way; this will give you five plants to each row across the four foot beds. As shown at the fruiting time the young runners or strings start to shoot out. These should be kept cut off as fast as they grow. Each season when plants are through bearing earth should be ridged around each plant same as you would corn from the paths so as to give each plant some new soil near the old crowns where the new roots start from. Plants will continue to bear fruit year after year in the same bed without renewing, that is, the same original plant may be retained. On my plant farm may be seen Glen Mary Plants 5 years old still yielding a full crop each season.



SPRING 1910

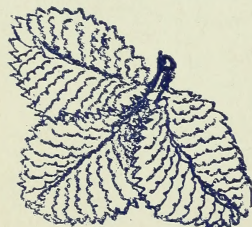
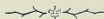


CATALOGUE

∴ KEVITT'S PLANT FARM ∴



PLANT CELLAR



Athenia, New Jersey
Passaic County